

Soft lights are a great help when you want to be pretty. But unfortunately, daylight persists in coming. What happens to beauty then?



To keep a candle-light complexion by daylight ...

Doctors say this simple care is best and safest

It isn't very hard to have a flowerlike complexion when lights are soft—it can be a simple matter of a finishing cream and a little careful make-up.

But a good energetic flood of sunlight—that is something else! In the daytime, no make-up, however clever, can really make up for the lack of a skin that is fine and fresh and charming all by itself . . . Have you that kind of skin?

Some morning when you are feeling, 'quite brave,' carry a mirror to the window and take a hard look. If you are very young, or if you are one of Nature's favorite daughters with one of those fresh, child-like skins, you can feel superior, for you are one in a hundred. But if you see pores that have relaxed, or little white spots, or black spots, or a surface that looks a little oily—then, you are one of the great majority—and it is time to do something about it.

Perhaps you are not really cleaning your face

Do you know that lack of proper cleansing spoils more skins than anything else? Creams alone can't really clean your face. Dermatologists—doctors who specialize in the care of the skin—say so again and again until they must be nearly worn out with saying it. They say your face needs creams and soap-and-water. A good soap. We suggest Ivory Soap—and we can give you plenty of reasons for the suggestion.

Try this cleanliness test

Sometime when you come in after an active day, clean your face with cold cream—wipe it off. Then wring out a washcloth



Try this cleanliness test: Some evening, cleanse your face with any cold cream—the most costly you can buy, if you wish. Then take a slightly dampened cloth and rub it over a cake of Ivory. Then go over your face thoroughly. The washcloth will show you how much your face needs Ivory.

of the oil and dirt which would otherwise enlarge them. (It's the unremoved oil in your pores that hardens and forms a white spot. If it catches a little point of dirt it makes a black spot.) And Ivory lather rinses off completely—leaves your skin refreshed because it is so kind and gentle.



By daylight complexions must be naturally fine and fresh. For nearly 50 years Ivory has helped the cause of beauty.

If a good look at your mirror makes you feel a little sad, then it is time to do something about it. Did it ever occur to you that you might not be cleaning your face thoroughly?

in hot water—rub it over a cake of Ivory Soap. Now go over your face with this slightly dampened cloth just to see! Look at the washcloth! Gray, isn't it? Your face wasn't cleaned at all thoroughly by the cream alone. You needed the Ivory too!

Why Ivory is the finest kind of complexion soap

Ivory is good for your skin because it is so pure and fine. It is a perfectly blended soap. Its soft, smooth lather is clear and bubbly—without that slightly greasy "feel" that some soaps have. It penetrates the pores and relieves them

See your skin improve

Now, if you really want a nice skin and are willing to do something about it, try this simple beauty treatment. It is not complicated, and is easily done each day. You should never go to bed without doing it completely.

At the end of the day, use cold cream—any good kind—to soften dust and make-up. Then wash your face in a warm Ivory lather, every quarter-inch of it. Rinse in warm water, then thoroughly in cold. And rub in a little more cold cream if your skin is dry.

You can see what a treatment like this will do for your skin. It cleanses it completely, it tones it up, and it lubricates it. The most expensive, faddy beauty-treatment can not do more.

Start tonight on this simplest, most reasonable quest for beauty—and watch your skin improve!

PROCTER & GAMBLE

FREE: A little book on Charm. What kind of care for complexions? Figures? Hair? Which cosmetics for different skins? A dainty little book—"On the Art of Being Charming"—answers many questions like these and is free. Send a post card to Winifred S. Carter, Department 56-C-25, P. O. Box 1801, Cincinnati, Ohio.

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